

# Appendix A: Basic Printing Standards

## 83.060 — Basic Printing Standards for Publications

- A. AS 44.99.200 requires the Department of Administration to establish standards for the production of state agency publications. These standards apply to publications of a state agency intended for an internal and external audience.

Basic Printing Standards are intended to promote simplicity, low cost, and consistency for all publications while effectively conveying information that serves the needs of the intended audience.

- B. Definitions — For the purpose of these standards the following definitions shall apply:
1. *Newsletter*: Any printed material published and distributed on a regular basis to inform readers about the agency's activities in a particular area of interest during a specific period.
  2. *Internal*: A publication containing information for use by the agency's own staff, other government agencies, or the legislature.
  3. *External*: A publication designed to create awareness of an agency's activities and enhance public relations for a specific audience relevant to that agency outside of government.
- C. Newsletters
1. *External Newsletters*: The following standards are recommended guidelines. Variations do not require a waiver, but the cost of the newsletter shall be consistent with the intended purpose.
    - a. using no more than 2 colors of ink;
    - b. using uncoated paper;
    - c. duplex (printed on both sides) printing, if applicable; and
    - d. embossing, foil stamping, and/or die cuts may not be used.

2. *Internal Newsletters:* The following standards are recommended guidelines. The cost of the newsletter shall be consistent with the intended purpose.
  - a. using no more than one color of ink;
  - b. using uncoated recycled paper;
  - c. duplex (printed on both sides) printing, if applicable; and
  - d. embossing, foil stamping, and/or die cuts may not be used.
- D. *Softbound Books, Manuals, Catalogs, Reports, and Pamphlets* — Softbound books, manuals, catalogs, reports, and pamphlets shall be printed according to the following standards:
  1. using no more than one color of ink for text;
  2. using no more than 3 colors of ink for cover;
  3. using uncoated recycled paper;
  4. using no more than 80-pound cover stock;
  5. duplex printing, if applicable;
  6. embossing, foil stamping, and/or die cuts may not be used; and
  7. maps, road signals, color-coordinated legends, and graphs are exempt from coloration restrictions.
- E. *Brochures*
  1. *External Brochures:* External brochures shall be printed according to the following standards:
    - a. using no more than 3 colors of ink;
    - b. using uncoated recycled paper is recommended;
    - c. duplex printing, if applicable; and
    - d. embossing, foil stamping, and/or die cuts may not be used.
  2. *Internal Brochures:* Internal brochures shall be printed according to the following standards:
    - a. using no more than one color of ink;

- b. using uncoated recycled paper;
  - c. duplex printing, if applicable; and
  - d. embossing, foil stamping, and/or die cuts may not be used.
- F. Printed Pages — Printed pages shall be printed according to the following guidelines:
  - 1. use no more than one color of ink for text;
  - 2. use no more than uncoated 20-pound bond or 70-pound text stock;
  - 3. duplex printing, if applicable; and
  - 4. recycled paper is recommended.
- G. General Exemption to Standards for Publications
  - 1. Publications that are used by a state agency to develop a market for the agency's services or products.
  - 2. Publications intended primarily for foreign or out-of-state use.
  - 3. Programs for a public ceremony of a state agency.
  - 4. Posters.
  - 5. Printed matter or graphic products not defined as a publication.

## 83.065 — Standards for Printed Matter Not Defined as a Publication

### A. Business Cards Standards

Embossed gold printing is reserved for the Governor's Office. Embossed silver is reserved for the Office of the Lieutenant Governor.

The following format is recommended only as a guideline for executive branch agencies. Actual format, logo, ink, and stock are within the discretion of the ordering agency and do not require any form of waiver. Whenever ordering business cards, the cost shall be consistent with the intended purpose.

Format: 3 1/2" x 2", with 9/16"-diameter Alaska State Seal in the upper left corner; recycled symbol in the lower left or right corner; printed in any color of ink with no more than 2 colors.

Stock: 80-pound recycled stock, minimum 50% recycled content.

# NOTES